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CANADA'S MAPLE LEAF TARTAN

The Maple Leaf Tartan, created by David Weiser—a leading Canadian fabric designer—is universally registered as an industrial design. Tartan colours are taken from Canada's maple leaf—early-foliage green, autumn gold, frost red and leaf brown. A wide range of garments is produced from this authentic Tartan which has received enthusiastic consumer acceptance throughout Canada. Visitors to the Canadian Exhibit will see a handsome array of Maple Leaf Tartan garments on display.

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We take pleasure in welcoming you to the Canadian Exhibit at the International Men's and Boys' Wear Exhibition at Earls Court, London, February 21 to 25, 1966.

This booklet lists the Canadian exhibitors and describes the outstanding range of sports and casual wear they are offering in Britain. Many of these exhibitors are established exporters and all have displays that warrant your attention.

Representatives of the exhibiting companies and of the Canadian Department of Trade and Commerce will be pleased to answer inquiries from interested businessmen at the Exhibition.

Information on the many quality products and services available from Canada can be obtained at any time from this office, or from any of the other Canadian Government Trade Representatives listed elsewhere in this booklet.



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CANADA

**PRESENTS COMFORTABLE AND CORRECT
SPORTS AND CASUAL WEAR AT THE**

***INTERNATIONAL MEN'S AND BOYS' WEAR EXHIBITION
EARLS COURT, LONDON
FEBRUARY 21 to 25, 1966***



CANADIAN CLOTHING — COMFORTABLE AND CORRECT

Warm and rugged—cool and casual—no matter what the season more and more men and boys the world over endorse comfortable, fashion-correct clothes from Canada.

Special skill in the creation of sportswear and casual clothing by Canadian manufacturers derives from a constant and growing home-market demand.

Universally known for their tendency to informality and their keen interest in the outdoors and outdoor recreation, both as spectators and participants, Canadian men and boys demand clothing which is comfortable, fashionable, and correctly designed to meet the occasion. Canadian manufacturers have successfully met this demand.



Quality materials and craftsmanship, easy-care features and unique design combine to give Canadian men's and boys' wear an extra measure of practical and imaginative style-value that assures customer acceptance and satisfaction.

To present men's and boys' wear wholesalers and retailers with the opportunity to benefit from this specialized know-how of the Canadian garment trade, Canadian manufacturers, under the auspices of the Canadian Department of Trade and Commerce, are displaying a spectacular array of men's and boys' wearing apparel at the International Men's and Boys' Wear Exhibition (IMBEX), Earls Court, London, February 21-25, 1966.

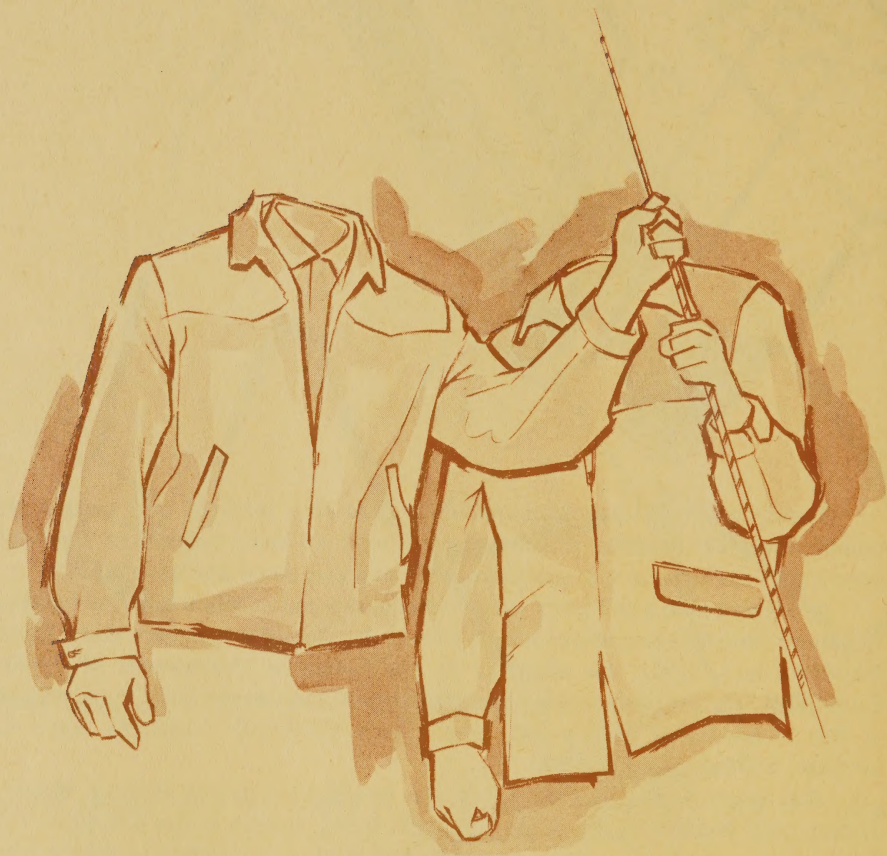
Ultra-smart sports jackets, shirts and accessories in the striking Maple Leaf Tartan motif are among the many garments being shown at the Canadian IMBEX Exhibit. Unique caps, colourful sweaters and shirts in summer and winter weights, slacks and co-ordinates, rainwear, and durable action-designed outerwear for all seasons may be seen at the Canadian Exhibit.

Several firms are also showing selections of dress and business wear.

The Canadian exhibitors and the many quality products they offer are described in this booklet. Further information may be obtained at the Canadian Exhibit from company representatives and officials of the Canadian Department of Trade and Commerce.

Bantamac of Canada Ltd.

1619 WILLIAM STREET
MONTREAL, QUEBEC, CANADA



rainwear, sportswear, leisure wear

New fabrics, new designs and quality workmanship have kept Bantamac of Canada Ltd. in the men's wear fashion vanguard for almost 20 years.

Superb New Zealand suedes and Cabretta-type leathers as well as blends of Terylene, nylon, wool and cotton are featured in the fine fabrics used in Bantamac outdoor clothing. Outer fabrics and pile linings are made of Orlon.

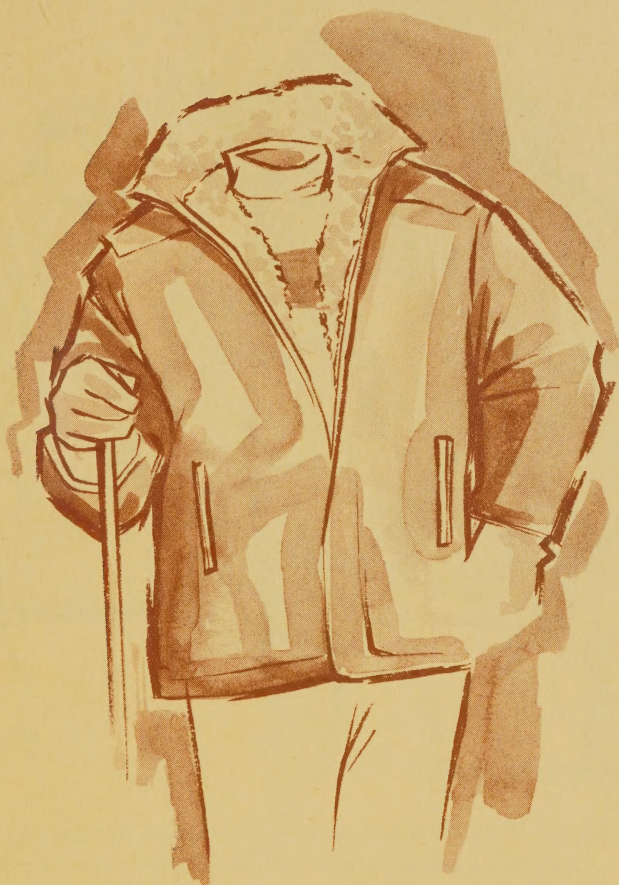
Bantamac garments include rainwear, golf jackets, ski jackets, boating jackets, thermo coats and jackets, duffle coats, car coats, leisure jackets and coats, parkas (anoraks), vests as well as leather sports jackets.

Established in 1948, Bantamac opened a second factory in 1961 and at present is building a new plant to handle the ever-increasing business. The company exports to Britain, France, Holland, Belgium and Switzerland.

The British Mfg. Co. Ltd.

**4152 ST. LAWRENCE BOULEVARD
MONTREAL, QUEBEC, CANADA**

**Represented by:
A. Shevell Company
1010 St. Catherine Street West
Montreal, Quebec, Canada**



suede and cloth jackets

Fine suede and cloth jackets, in a multitude of beautifully muted colours, are featured by The British Mfg. Co. Ltd. The company has been a leading manufacturer of quality men's jackets for almost 70 years.

Soft, pliable suedes are carefully hand-cut by expert craftsmen and used in these handsome jackets. A special process of gluing and taping is used to join seams.

Made of the finest materials, both suede and cloth jackets come in a full range of men's sizes and in a variety of styles and fancy patterns to suit the most discriminating buyer.

In line with the company's established reputation for quality, each garment is manufactured to rigid standards and carefully inspected for workmanship and detail.

Caramy Knitting Mills Ltd.

9600 ST. LAWRENCE BOULEVARD
MONTREAL, QUEBEC, CANADA



sweaters, cardigans and sweatershirts

Caramy Knitting Mills Ltd. has taken full advantage of the versatility and easy-care qualities of Orlon and Banlon in the design and manufacture of an extensive assortment of handsome sweaters that lead the style parade. Add careful attention to detail, inspired styling, and Caramy "stay neat" sweaters make welcome additions to the well-dressed man's wardrobe for any season of the year.

Made for men on the move, Caramy sweaters are knitted for comfort and fit, freedom of action and durability.

The company produces long and short-sleeved pullovers in a variety of necklines, patterns and striking one or multi-colour designs as well as classically tailored cardigans. Smart sweatershirts for the sports set are also displayed.

Carleton Manufacturers Limited

4517 CITY HALL AVENUE
MONTREAL 14, QUEBEC, CANADA



jackets, parkas (anoraks)

A distinguished range of jackets and parkas, comfortable in the cool of autumn and cold of winter, is produced by Carleton Manufacturers Limited.

Two models on display bear the Dew Liner trade-mark, a recognized seal of quality, and are made of 100-per-cent nylon—weather bar coated for waterproofing. Linings are 100-per-cent nylon quilted over white wadding for maximum warmth. The Dew Liner jacket features zip-off hood, two slash pockets and storm cuffs. Carleton's snug, close-fitting parka is similar in style to the jacket but has two extra flap pockets. Both models come in attractive navy, charcoal, and olive green.

Another popular garment exhibited by Carleton is a quilted coat of 100-per-cent nylon with two-tone waist-length Orlon pile lining. Available in black only it has concealed zip-on hood and bone toggle closure with hidden zipper.

An Orlon pile jacket in red, royal blue or black completes the display. The jacket has rayon-quilted overwool lining and concealed zipper in the hood. Sizes range from small to extra large.

A. Cohen and Company Inc.

8710 PARK AVENUE
MONTREAL, QUEBEC, CANADA



boys' and youths' suits

Handsomely tailored boys' and youths' suits in a variety of easy-care fabrics are exhibited by A. Cohen and Company Inc.—one of Canada's style leaders in clothing for the younger set. Each garment, carefully cut and styled in the current fashions, is designed for the well-groomed young man.

These smartly designed boys' and youths' quality suits are manufactured from all-wool worsteds and hard-wearing synthetic materials. Comfortable sports jackets in fashionable mohair, Terylene, corduroy, silk blends and woollens are displayed with colour co-ordinated dress slacks.

Perfect for the well-dressed student or young businessman, these garments are produced in a wide range of sizes, attractive colours and patterns. The durability and easy-care qualities of garments from A. Cohen and Company have customer appeal and practicality.

John Forsyth Co. Limited

31 YOUNG STREET
KITCHENER, ONTARIO, CANADA



men's shirts and accessories

For 60 years, John Forsyth Co. Limited has been one of Canada's leading manufacturers of fine shirts for men, supplying retail outlets throughout North America.

This family-owned firm is exhibiting a quality range of men's shirts, sports shirts, pyjamas, boxer shorts, ties and scarves—all attractively packaged in the Forsyth tradition.

Canada's beautiful Maple Leaf Tartan is featured in the company's striking display of shirts. All Forsyth shirts are especially designed to express individuality and provide comfort. Outstanding fabrics are individually selected for all Forsyth products from textile mills throughout the world.

Famous for maintaining consistently high standards of quality, the Forsyth label is the wearer's guarantee of complete satisfaction. Forsyth fashionable garments and accessories are produced in six modern manufacturing plants in Canada, and one plant in Port-of-Spain, Trinidad, for the Caribbean market. The company currently exports to the West Indies, West Germany, France, Hong Kong, Australia and the United States.

**Four Star Knitting Mills Inc. &
Coronation Knitting Mills Canada Ltd.**

Represented by:
A. Shevell Company
1010 St. Catherine Street West
Montreal, Quebec, Canada

8710 PARK AVENUE
MONTREAL 11, QUEBEC, CANADA



knitted sports shirts

The recent introduction of a new, easy-care fibre—Vilana—in the manufacture of smartly styled knitted sports shirts has resulted in outstanding export sales for Four Star Knitting Mills Inc. & Coronation Knitting Mills Canada Ltd.

Using an exclusive process combining the specially textured Vilana fibre with a radically different knitting procedure, Four Star and Coronation produce sports shirts which are guaranteed not to shrink, stretch or sag. The garments may be washed by hand or machine and require no ironing.

The Vilana 67, Vilana 98 and Coronation Aristocrat labels are a guarantee of quality manufacture and up-to-the-minute styles.

These distinctive knitted sports shirts are produced in cardigan and pullover models and range in price to accommodate volume markets and the requirements of better department stores and specialty shops.

Jaquardi Inc.

**7 BERNARD STREET WEST
MONTREAL 14, QUEBEC, CANADA**

**Represented by:
A. Shevell Company
1010 St. Catherine Street West
Montreal, Quebec, Canada**



cardigans

Jaquardi Inc., one of Canada's fastest-growing manufacturers of cardigan sweaters, has expanded rapidly since its establishment in 1963. The company is exhibiting a varied selection of superbly designed garments.

A fine, coat-style corduroy front sweater is one of the many models featured in a wide range of sizes. The lustrous, velvety wide-wale corduroy—imported from France—gives a rich, elegant and casual look to this expertly knit and handsomely styled sweater.

Another highlight is the Jacquardi sweater with a genuine suede front. This 100-per-cent wool, double-knit coat-style sweater with supple suede leather front panels will appeal to the most discriminating customer. For comfort and warmth it has raglan shoulders and a club collar. Available colour combinations are brown with matching suede or charcoal grey with black suede.

Also on display are double-knit, four-button front, all-wool cardigans. These garments have raglan sleeves, club collars and leather-piped pockets and are produced in an attractive array of solid colours.

J. K. Knitting Mills Ltd.

2170 PREFONTAINE STREET
MONTREAL 4, QUEBEC, CANADA

Represented by:
A. Shevell Company
1010 St. Catherine Street West
Montreal, Quebec, Canada



knitted outerwear

Using the most modern knitting and finishing equipment in the manufacture of quality knitted products, J. K. Knitting Mills Ltd. displays a complete range of men's and boys' sweaters in classic and novelty styles. The company constantly improves and adapts its styles to meet the ever-changing, fast-moving market for men's and boys' fashions.

Offered in a spectacular array of colours, J. K. Knitting Mills basic product lines include classic interlock knits, in both Orlon and textalized nylon; semi-bulky rib knit Orlon, shaggy wool and mohair blends in brushed rib knits; textalized nylon in links and link knits with fancy knit fronts. Variations of these stylings are available.

The comfortable, lightweight sweaters, produced by this 20-year-old firm are exported to the West Indies and British Guiana.

Knit-Rite Mills of Canada Ltd.

168 MARKET AVENUE EAST
WINNIPEG 2, MANITOBA, CANADA



bulky-knit sweaters

To meet the demand for comfortable, practical, casual clothing, Knit-Rite Mills of Canada Ltd. designs and produces a varied and colourful range of superb bulky-knit sweaters combining the desirable features of machine knitting with the interest and craftsmanship of hand-worked designs.

The warm, attractive, extra bulky "big-stitch" ribbed sweaters, available in pullover, button and zipper-front styles, are knitted from 100-per-cent Botany wool or high-bulk virgin turbo Orlon. Hand-embroidered animal life and western motifs are worked into the sweater in matching stitches and colours to give it a hand-knit appearance with the fit and perfection of a machine-knit garment.

Knit-Rite's associate company, Rice Sportswear Ltd., is showing a handsome array of nylon, Terylene and Orlon pile jackets. Warm, rugged and light in weight these high-flying fashions are styled for action and sales.

Krystal Cap Company Limited

383 ADELAIDE STREET WEST
TORONTO, ONTARIO, CANADA

Represented by:
Martin Shanoff
383 Adelaide Street West
Toronto, Ontario, Canada



stretchy caps

Canada's original stretchy cap—the popular All-Sizer manufactured by Krystal Cap Company Limited—is a boon to busy buyers and sales clerks.

Eighteen different sizes of caps are covered by three All-Sizer ranges—kiddies', boys' and men's. Ordering and re-ordering are simplified, display and storing problems reduced while daily sorting by size is practically eliminated.

All-Sizers derive size flexibility by a patented wool-knit stretch insert that automatically adjusts the cap band to various head sizes within each range. Depth of peak and height of crown vary by range to compensate other head-size requirements.

Krystal Cap All-Sizers have unbreakable Texon peaks, sweat bands, quilted linings and fancy knit trim or Orlon Dynel ear flaps. A variety of colourful, water repellent fabrics are used in the manufacture of these caps including 100-per-cent nylon, quilted nylon, laminated sheen, wool melton, suedine, vinyl, stone sheen gabardine and corduroy. A thoughtful innovation is the "place for your name" label in the crown of the cap.

Krystal Cap Company Limited also manufactures a complete range of novelty summer headwear. The company is now exporting to Britain, Ireland, Holland and the United States.

Monarch Wear Mfg. Co. Ltd.

**136 MARKET AVENUE
WINNIPEG, MANITOBA, CANADA**



casual wear for boys and men

The permanent press—a scientific triumph of textile tailoring—is one of the featured finishes in the fine denim co-ordinates from Monarch Wear Mfg. Co. Ltd. Superb styling and an assortment of attractive blends and contrasting colours give the firm's selection of quality casual wear a high degree of customer appeal.

Included in the practical collection of easy-care denim garments are shirts, slacks and windbreakers—distinctively masculine and ideally suited for the active young man.

Shirts and slacks in handsome colours and smart designs are also offered in hard-wearing twills and washable cottons. All of Monarch's garments are available in a complete range of men's and boys' sizes.

Peerless Clothing Mfg. Company

9600 ST. LAWRENCE BOULEVARD
MONTREAL 12, QUEBEC, CANADA

Represented by:
I. Steinhouse
26A Edis Street
London, N.W.1, England



suits, jackets, trousers

A fashion-correct collection of men's suits, jackets and trousers with appeal for every taste is manufactured by Peerless Clothing Mfg. Company—one of the largest producers of men's wear in Canada. The company has been in business for 50 years.

Garments are cut from a superb selection of blended fabrics including Terylene and wool worsted, Acrilan, viscose, nylon and acetate as well as luxurious flannel cloths.

The company is featuring the Peerless 9600 all-wool worsted suit made of 11-ounce material. The suit has two pairs of permanently creased trousers and is custom-crafted for trim fit and durability. Slim, two and three-button models are available in a full range of sizes and come in a complete assortment of colours, styles and patterns. Genuine "Reece" double-welted pockets for neatness and strength, and guaranteed quality linings are additional features.

Playfair Knitting Mills (Canada) Ltd.

**7122 WAVERLY STREET
MONTREAL, QUEBEC, CANADA**



fully-fashioned knit shirts, cardigans, and double-knit suede front jackets

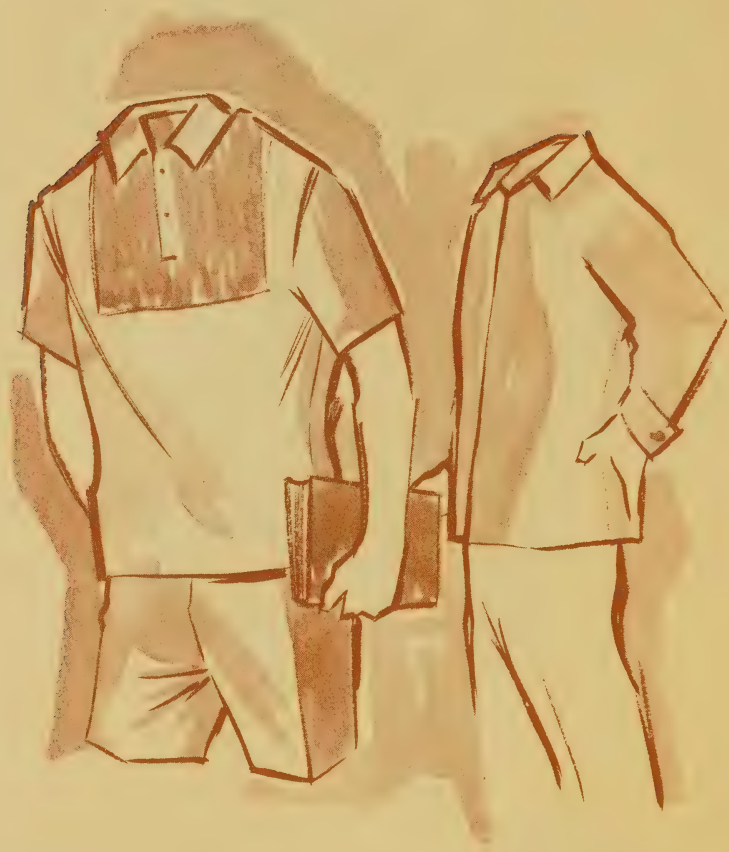
Playfair Knitting Mills (Canada) Ltd. is one of Canada's largest producers of full-fashioned men's knit wear. Featuring easy-care Banlon and Terylene, Playfair is displaying full-fashioned knitted sports shirts in a wide range of styles, solid colours and colour combinations.

Also on view are comfortable and fashionable double-knit cardigans and jackets in a variety of styles. Full suede fronts are a feature in many of the styles and suede trim adds dash to the others. Backs, sleeves, and collars are knitted from the finest quality wool worsted yarns in a vast range of attractive colours.

Playfair's extensive size range offers retailers the opportunity of selecting a variety of garments to assure fit. Stylings are current and all garments are manufactured under strict quality control.

Starr-Hollywood Limited

**38 APEX ROAD
TORONTO 19, ONTARIO, CANADA**



shirts, slack co-ordinates

A colourful collection of shirts, slacks and shorts made from sturdy machine-washable cotton, is displayed by Starr-Hollywood Limited. To create ideal garments for active, growing boys Starr-Hollywood has incorporated the latest stay-pressed features to minimize the work required to care for these frequently washed clothes.

Handsome styling, superb cut and an array of spectacular colours—from conservative blues and blacks to muted reds and greens—are characteristics of the company's extensive selection of co-ordinated shirt and slack combinations.

Designed for comfort and durability, Starr-Hollywood clothing comes in a complete range of sizes suitable for energetic boys and young men.

Target Sportswear Corporation

9015 MEILLEUR STREET
MONTREAL, QUEBEC, CANADA



leisure and sportswear

Target Sportswear Corporation's recently added export department is indicative of the company's rapidly increasing trade. The company manufactures 5,000 garments a week in its 40,000-square-foot plant to meet the demands of substantial domestic and United States markets.

New designs and current styles are features of Target garments. Pop coats, walking jackets, raglan coats, windbreakers, bench warmers, hipsters, raincoats and all-weather coats in both conservative blacks, beiges and charcoals and the more colourful rosy taupe, midas, blue and off-white are offered in spring showings.

Autumn and winter collections which appeal to the teenager and young adult include duffle coats, goal coats, thunderbird and kangaroo jackets, car coats, top coats, Tyrolean jackets, clicker and teddy bear jackets and reversible coats. A durable all-weather coat, sold under the London Mist label, is also displayed.

Target's two and three-button sports jackets have centre vents and flap pockets and are produced in a wide range of colours.

El Toro Leather, a division of Target Sportswear, manufactures a handsome line of popularly priced suede and leather garments designed in Spain.

Top-Fine Clothing Company Limited— Novelty Apparel Limited

460 RICHMOND STREET WEST
TORONTO 2B, ONTARIO, CANADA



maple leaf tartan garments

Canada's brilliant autumn colours—red, green, gold and brown—are beautifully blended in the Maple Leaf Tartan. This tartan in an all-wool Botany worsted fabric, bearing the international wool mark, is used in the sophisticated collection of men's garments shown by Top-Fine Clothing Company Limited—Novelty Apparel Limited.

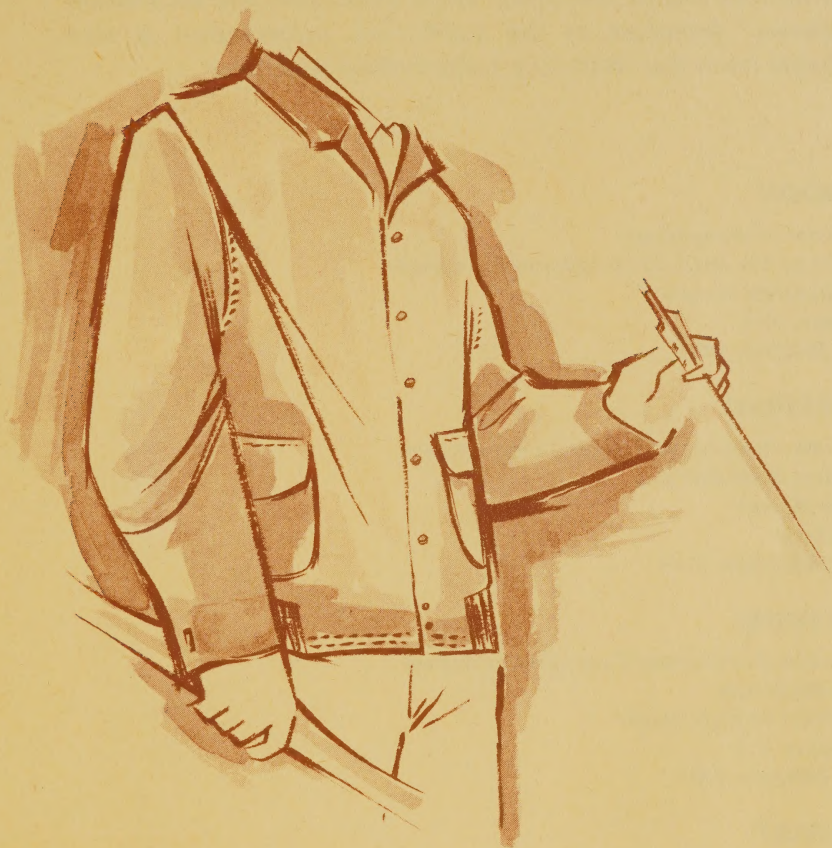
The vibrant blend of colours in the tartan adds a unique, tasteful difference to the garments lending colour and distinction to semi-formal, leisure and casual wear. The Maple Leaf motif on the buttons indicates the careful attention to detail that characterizes Top-Fine clothing and novelty apparel.

On display are handsomely tailored tuxedo jackets and vests (vesterbunds), sports coats, six-button vests, casual coats and dramatic cardigans.

A range of fashionable casual coats in wool double-knit is also shown in men's and boys' sizes. Manufacturers of men's clothing for 20 years, Top-Fine Clothing Company Limited—Novelty Apparel Limited specialize in sports coats, blazers, vests and double-knits.

Utex Corporation

9090 PARK AVENUE
MONTREAL, QUEBEC, CANADA



outerwear, sports jackets, coats

Utex Corporation is displaying outerwear jackets, sports jackets and coats in a diversified range of colours and fabrics including cottons, woollens and synthetic fibre materials. Smartly styled for comfort and fit the fashion correctness of the garments is assured by Utex's semi-annual restyling program and features new design and material application.

A foremost Canadian manufacturer of men's and boys' outerwear for the past 20 years, Utex has recently established a new coat and sports jacket division as part of a continuing expansion program. This increases the company's office, manufacturing and warehousing facilities to more than 250,000 square feet.

Utex has been in the export market for nine years. The company is now exporting to Britain, Ireland, Germany, Belgium, Holland and France.

INFORMATION

Officials of the Canadian Department of Trade and Commerce and representatives of Canadian companies participating in the International Men's and Boys' Wear Exhibition will be pleased to answer inquiries at the Exhibition. Information is also available from the following trade offices in Britain.

LONDON

*Minister (Commercial)
Office of the High Commissioner for Canada
1 Grosvenor Square
London, W.1
Tel: MAYfair 9492*

LIVERPOOL

*Canadian Government Trade Commissioner
Martins Bank Building
Water Street
Liverpool
Tel: MARitime 2177*

GLASGOW

*Canadian Government Trade Commissioner
Cornhill House
144 West George Street
Glasgow, C.2
Tel: DOUglas 6751*

BELFAST

*Canadian Government Trade Commissioner
15-17 Chichester Street
Belfast 1
Tel: 21867*

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SPORTS AND CASUAL WEAR